

The Daily Journal

Secondhand Smoke Awareness Campaign is Working

\$1 No. 123

November 2, 2005

SUCCESS!!!

Gilmore Research study confirms positive behavior change

The Snohomish Health District has just finished its latest secondhand smoke awareness campaign in 3 Snohomish County communities. The overall goal of the campaign was not only to increase awareness of the dangers of secondhand smoke but to reduce exposure of children to secondhand smoke in homes and cars. Follow-up studies indicate that Snohomish Health District efforts to change people's behavior around this activity are paying off.

Research shows that more than 6,000 children die each year in the United States from exposure to secondhand tobacco smoke.*

Such exposure can also significantly raise a child's risk of ear infections and the need for tubes in the ears, asthma, bronchitis and other lower respiratory infections, tonsillectomies, and SIDS.

Awareness of these problems must come before attitudes and behavior changes can be impacted.



Beginning in the late winter of 2004, The Health District undertook an extensive social marketing campaign to raise public awareness to the problems associated with smoking around children. The Health District targeted 3 Snohomish County communities, centering the campaign around the theme of "6000 children die each year in the United State from exposure to secondhand smoke.*"

**Archives of Pediatric and Adolescent Medicine, July 1997*

This message was delivered on outdoor billboards, posters in medical health offices, on the side of buses, newspaper ads and in an information packet that went home to every child in licensed daycare and the school district containing a fact sheet, pledge card, photo magnet, CHILD profile letter, and air freshener.

The results were impressive. The Gilmore Research Group conducted a follow-up study to gauge the impact of the campaign. One smoker in five actually made a change in his/her smoking patterns after seeing campaign information. Armed with these results, the Health District launched a similar campaign in three other communities in the spring of 2005 with similar success.

The research results provide objective data to measure the success of this approach to positive behavior change. Three more communities will be targeted for the next SHS campaign in the spring of 2006.

Tobacco Prevention & Control 2005 Annual Conference

